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REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action, made final, dated August 1, 2006.

Amendments

Claims 1 and 14 have been amended to specify that a printer contains the trusted authentication chip and a printer consumable contains the untrusted authenticated chip. Claims 6 and 9, as well as the specification as a whole, provide ample basis for this amendment.

Claims 6, 9, 19 and 22 have been cancelled.

Claim Rejections - 35 USC § 103

In the most recent Office Action, the Examiner argues (at page 5) that Shigenaga is ***analogous art*** to the present invention. Hence, the Examiner alleges that it would be obvious to install the authentication system, as presently claimed, into a printer.

The Applicant disagrees with this analysis for the following reasons. Shigenaga is primarily concerned with improving the security of conventional magnetic cards, such as those found on bankcards used in ATM machines. Shigenaga appreciates the limitations of magnetic strips in providing a secure system and seeks to improve on this.

However, in Shigenaga's system, bankcards already had an inherent security device (*i.e.* the magnetic strip) and it was an obvious measure to seek ways of improving on this.

By contrast, the present invention relates to providing a secure environment for printer consumables. Hitherto, printer consumables (unlike bankcards) had no inherent security measures, such as a magnetic strip. With the increasing complexity and sensitivity of inkjet printers (*e.g.* smaller, more densely packed nozzles with lower firing energies), there is an increasing need to ensure that appropriate consumables are supplied to the printer. For example, an unauthentic ink having, for example, too high a viscosity may cause irreparable damage to a printhead meaning the printhead becomes inoperable or prints with only low print quality. This physical damage to the printhead will inevitably cause damage to the reputation of the printhead manufacturer, whose reputation is inextricably associated with the performance of its printers.

The present Applicant has recognized the need for inherent security measures in printers and printer consumables so as to maintain its reputation in the printer market. Security measures for bankcards have been used for decades, but security measures in the form of authentication chips had not been previously proposed for printers and, more importantly, their consumables.

Likewise, Lee relates to the field of smartcards and suffers from the same shortcomings as Shigenaga.

Accordingly, the Applicant submits that the present invention is not obvious in view of either Shigenaga or Lee. Neither document teaches or suggests security measures in printer consumables; Shigenaga and Lee merely improve on *known* security measures in smartcards such as bankcards, which are unrelated to printer consumables.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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